

## AUTOMOBILES ARE FAMILY NECESSITY

Motor Car as Familiar Object  
on Farm as Cottage Organ  
Thirty Years Ago.

A. R. COSGROVE  
(Pullman-Motor Car Co.)

The manufacture of automobiles has been reduced to a science. Values which ten years ago were undreamed of are now being offered to the automobile enthusiasts, and the field is increasing in number and in extent to such an extent that today the automobile is as much a family necessity as the cottage organ was thirty years ago.

By far the most important class of buyers will be found upon the great farms of the Middle West and the West, a condition which is not at all remarkable when it is considered that the crops of the past year sold at wartime prices have netted the farmers of this country over \$2,000,000,000. Further, the farmers have come to realize that for a saving of time and consequent increase of their productive power, the automobile was the most important piece of machinery which they could own.

### Ideal Farmer's Car.

The demands of the farmers are largely responsible for the development of the medium-priced car of light weight and ample power, rugged construction, and economy of operation. The farmer wants a car big enough to carry his whole family. He wants a car that is powerful enough to take him over a reasonable hill, and through sandy roads, or mud holes, with the greatest economy. This has resulted in the production of cars appearing now to be the ideal farmer's car.

Farmers, as a class, have in the last fifteen or twenty years depended more and more largely upon machines. To such an extent that the average farmer of today is well up in mechanics. He knows a husky motor when he tests its performance. He knows all about lubrication and ignition. He knows that to be certain of proper scope at the proper time, he must have the very best high-tension magneto. He is fully competent to take down a motor, examine its insides, make necessary adjustments, and other stunts with his car that would stagger the city dweller, and by this token he is well able to pass an opinion upon any car which is offered to him by the automobile manufacturer.

### New Woman's Motor.

The Pullman 1916 four was first produced in 1915, and met with instant success. Automobile buyers readily approved of its specifications, with the result that the production of the Pullman factory has increased in leaps and bounds.

The latest departure of the Pullman company has been the introduction of a car specially designed for women, as the company has recognized that the woman's influence in the selection of the automobile is of increasing importance in the selection of any other article for the home.

## CAR BUYER OF TODAY IS GOING ON FACTS

Dealer Building Substantial Business Sales on This Basis.

By DAVID S. HENDRICK  
(Local Franklin Dealer.)

Fanciful words of praise, unusual claims, and the like, may be all right in selling automobiles, or rather may have been all right at one time, but the automobile buyer of today is going on facts and established records which the cars have made in the hands of owners.

In my estimation the dealer who is building a substantial business is the one who goes on facts and basis. In accordance with this belief, all future advertising which we do, and all future claims which we make, will be based on facts as established by the use of the car in the hands of the owner.

For instance, we are now compiling actual mileage records obtained from owners in the city of Washington, which will show the average mileage per gallon of gasoline, the average oil consumption of the car, the cost of upkeep for a certain period of time.

By using the facts before the prospective purchaser enables him to consider the car from every angle, and to decide for himself which car does the things he requires of a car. To tell a man his neighbor, Bill Smith, is getting 30 miles a set of tires, is averaging twenty miles to the gallon of gasoline, means a great deal more to the average shrewd buyer of today than simply to make the broad general assertion that one particular car is the most economical in the world, or that it will do ninety miles an hour, or that it will climb the Washington Monument in high gear.

All such ridiculous assertions tend to make a man dissatisfied after he has listened to such claims, purchased the car and found afterward that the car will not do as he has been led to expect of it. On the other hand, if he knows certainly what to expect of the car, through actual records of individual owners, and the car does what is claimed for it, he becomes a satisfied owner, and the satisfied owner is the best booster and the best advertisement.

### Citizens Meet Tonight.

The February meeting of the Mt. Pleasant Citizens' Association is to be held this evening at the Brown Betty Inn, Sixteenth Street and Park Road. William R. Harr is to speak.

## Motorists!

A New Place to Buy  
Auto Supplies  
and Accessories

Everything for the Motorist  
Distributors For  
FEDERAL TIRES  
ZENITH CARBURETORS  
VELVET SHOCK ABSORBERS

FEDERAL AUTO SUPPLY CO.  
476 Pennsylvania Ave. N. W.  
Between 4½ and 6th Sts.

## Recent Addition To Combs Motor Co.



JOSEPH L. CARRL.

His record in commercial motordom is one that few men have surpassed. Both here and in Philadelphia—at the selling and executive ends—he has made an enviable reputation for himself. His experience includes Kinsell Kar, Overland, Buick, Jeffery, and the National.

## MOTORCYCLE NOTES.

While her action is not to be lauded, nor is that of her riding partner being commended, it is interesting to note that a young lady of Louisville has been awarded \$500 damages against two motorcycle officers in a suit brought for alleged false arrest.

The girl "kidded" the motorcycle officers from her perch on the rear of a motorcycle while her partner, dealing warnings, continued to exceed the speed limit. The jury held, however, that the young lady was in no wise responsible for the action of her partner.

Through a misunderstanding, it appears that many R. F. D. men who have heretofore used the motorcycle for delivery purposes, thought that the use of those machines was prohibited after the first of the present year. Such is not the case. The R. F. D. man who has been accustomed to using the motorcycle at St. Charles, Mo., in his capacity of authority to use the machine upon application to the Postoffice Department, provided he agrees to use the required side car.

Although designed with a view of "reaching" folks without the aid of the "reporting element," it is not at all unlikely that the new lightweight motorcycles will play an important part in the hill climbs of the coming riding season. Already there is considerable agitation to so alter the competition rules of the P. M. A. as to give the "little fellows" an even break alongside the larger and more powerful twins.

The versatility of the motorcycle was illustrated a short time ago in the emergency service rendered by an Indian motorcycle at St. Charles, Mo., in helping to keep the electric lighting system of the city lighted when the power station was put out of business by a fire.

The power station got its current from the fly dam at Keokuk, on the Mississippi, but before the construction of the dam there had been an old steam plant, which kept the city lighted, and the engineers turned to the old abandoned plant at this time, with the idea of using it. They found, however, that the exciter, which is a little auxiliary generator used to excite the fields of the 120-kilowatt generator under the alternating current system, was badly out of repair.

There was an exciter in the substation on the Keokuk line, though, which was all right, so, by getting steam under the old boilers to drive the big generator in the old powerhouse and harnessing the rear wheel of an Indian motorcycle to the pulley of the little exciter in the new substation, the engineers got a combination which pulled together and delivered current for an hour and a half, while the cable was being repaired. Lineman E. F. Way, who rode the motorcycle in his daily work, was much commended for his prompt work in meeting the emergency.

It behooves the fellow who expects to ride down the coming season to enter an order for his mount at the earliest possible date.

The exceptionally unsettled state of the metal market and the consequent cost of labor have already made an increase in price by two motorcycle manufacturers necessary, and it is confidently expected in motorcycle quarters that others will follow suit.

With the two big motorcycle shows at New York and Chicago over, enthusiastic motorcycle dealers all over the country are looking for motorcycle exhibits to stir things up locally. Milwaukee, Indianapolis, Omaha, Kansas City, Birmingham, and Philadelphia are among the largest cities planning two-wheeler shows.

## OLDEST CHALMERS "30" STILL IN RING

Famous Early Model Still Performs Duty Every Day At Factory.

Announcement of the new Chalmers Six-30 revives memories of the famous Chalmers 30's of other days for the veterans of the automobile industry. Still in active service at the Detroit factory, with over 200,000 miles of strenuous service to its credit, "Old Reliable," the first Chalmers "30" touring car ever built, shows seemingly no signs of wearing out. During the recent Chalmers sales convention this historic car chugged steadily ahead of the half-million-dollar procession, made up of the latest Chalmers models. With F. Ed Spooner at the wheel, the old car set a pace that kept the rear guard humping in an effort to keep up with the parade.

### Led Way To Mexico City.

Turned out early in 1908, "Old Reliable" has probably traveled over more sections of the American continent than falls to the lot of the average globe-trotter. Acting as pathfinder for the star to Mexico City, the first Chalmers left Denver on May 1, 1908, bound for the Rio Grande. Even before that time it had piled up a mileage of over 20,000 miles, having traveled 200 miles per day for 100 days in an endurance run out of Detroit.

With Billy Knipper at the wheel, "Old Reliable" started on its 2,000-mile trip to the capital of Mexico through the deserts and uncharted wildernesses. Weighing in at the custom house at Juarez, the old Chalmers tipped the beam at 2,400 pounds with an added passenger and baggage weight of 2,000 pounds. At that time but one other car had made the trip from Denver to the Mexican border.

### Stalled On Desert.

Running out of water in the great Tierra Blanca desert, a stripped gear put the car out of commission with only a scant supply of water available. Two of the party started for aid and returned after two days, rescuing their half-dead companions. The trip was completed without mishap, but has gone down in automobile history as one of the most grueling tests ever given a car.

"Old Reliable" later took part in the Washington-to-Boston money tour, the tour from New York to Atlanta when Ty Cobb acted as pilot, and in numerous other endurance runs. The fact that it is still rendering excellent service at the Chalmers factory is a tribute to the quality of mechanical and workmanship which has characterized Chalmers cars from the beginning.

## Lower Pennsylvania Ave. To Have Supply Shop

Pennsylvania avenue is to have a new grocery and supply store, the Federal Auto Supply Company, between Fourth and a-half and Sixth streets, under the management of J. Wells.

Thousands of motor tourists from both North and South make first for Washington's main thoroughfare and until now there has been no automobile supply store to take care of their wants.

The Federal Company will handle motor supplies of every description, including gasoline and free air, specializing in Zenith carburetors, velvet shock absorbers, and Federal tires.

Wells, himself a motorist, states that he knows what owners of cars are looking for and appreciating the value of service, intends that it shall be only of the highest order in the new establishment.

## Case School Alumni Name District Officers

Officers of the newly formed District Alumni Association of the Case School of Applied Science, of Cleveland, have been announced.

G. H. French is president, D. H. Sweet, vice president, and H. F. Freeman, secretary-treasurer.

The alumni met at the Cosmos Club Thursday evening for organization of a Case Club of Washington.

## USED CAR BARGAINS

During the coming week  
we will have on display in  
our salesrooms a large line  
of used cars which have been  
repaired and repainted.

Ask for a demonstration.

COOK & STODDARD

1138 Conn. Avenue

North 7810

## The Radiator Replies To Alexander Winton

Professional Chauffeurs' Association Found to Be  
Run on Approved Lines—Motorists Now Tack  
Maryland Cards to Seats.

Alexander Winton is one of the pioneers of the motor world. He is one of the first few. But trail-blazers in any line of endeavor may not rest on their laurels; they must feed their ambitions with progressive fervor because the penalty for contentment is loss of leadership.

Mr. Winton's recent article on the progress of the motor car contained a severe comment on early "wonders." To establish his point he leveled his literary guns upon the steamer, and since the White Company is devoting attention entirely to gasoline cars, he felt safe in his criticism of a car that, in spite of its super-features, is today virtually out of existence.

The Stanley interests—wealthy through the universal use of their dry-plate in photography—are building only 1,000 cars a year—steamers. They care little for sales records. They have no worries, and competition bothers them not at all.

But although they gracefully give tribute to later pioneers who are responsible for twin-twins, twin-sixes, magnetic-drives, and high-speed motors—the Stanley Motor Carriage Company, in a letter to the writer, have a few things to say to Mr. Winton. Part of this letter is quoted:

"As a matter of fact there would be little to be gained by Mr. Winton's deliberately setting out to disparage the steam car because our production is not great enough to cut much figure; whereas those innovations which are more numerous this year as the result of the greater assistance of the buying public upon a better automobile, seriously affected the market for Mr. Winton's purely conventional old school car."

"Our cars run farther on a supply of water than on a supply of fuel. The fuel—kerosene—will usually yield about twelve miles to a gallon of water, and about 25 miles to a gallon of gasoline on a dollar's worth of water."

Chauffeurs have a hard time in New York, if we are to believe one newspaper classified column. Understands C. G. V. and Franklin cars; good mechanic, capable of doing any kind of repair work on cars and clean brass; must have

## Saxon Company's Output Doubled in Last Year

Discussing the Saxon car agency, which the Record Auto Company has recently assumed, M. A. Bayles, general manager of the company, said: "Happily outclassing all cars with its several hundred dollars of its price, the doubled production of the Saxon company this year over last year is only a logical result."

"The virtue of Saxon endurance has been credited first to Harry Ford, through his wisdom Saxon saving was made possible. This saving is not merely in mileage cost, as its miles per gallon average might indicate, but the saving in first and maintenance cost to the owner was unusual before the Saxon car in whose construction the materials used may ordinarily be found only in a \$2,000 car. Quantity business was his ambition—quantity business at a small price."

"The strength of the heaviest cars built may not excel that of the Saxon on long tours, trying hills or on different trails."

"It is no wonder that the Saxon went into an extraordinary buying opportunity, the prospective dealer. Every car which leaves the factory goes to its territory followed by the satisfaction of experts who know that only the finest of materials go into the making of the Saxon, and only perfect service results in its service."

The Record Company has rented the six-story building between their present quarters and Seventh street. The building will be used for the most part as a storage warehouse for the sixty-five Saxon cars which will arrive on Monday, and subsequent shipments.

The convenience of its near location is twofold. It makes for greater expedience in the handling of new cars and provides the additional feature of immediate delivery in the literal sense. By this arrangement, the purchaser of a Saxon may have it in fifteen minutes. To date the Record Company has sold thirty of the new Saxons.

A-I references; salary for the painter, 120. Call Sunday, after 11:30. J. E. M., 25 Lafayette street.

Every once in a while we discover some delinquency that we never knew we possessed. Sometimes we can correct it. And again, we realize the futility of trying to improve on nature.

This time it is our sense of humor. Reading one of the local papers on Tuesday, we realize how thoroughly English, how dull-witted we are.

"Washington was not exciting enough for Cleve Campbell, so he has held himself to France, where he will act as foreign representative of a company making artificial limbs. Probably he will find more business in that line over there just at present than there was in the motor car trade in Washington at this season of the year."

The Professional Chauffeurs' Association is about one month old. Twenty-one members belong to it. More than that number have been refused membership for various reasons; reasons bearing upon the reputation of applicants. The organization has more rigid rules on character and habits of its members, and, after thorough investigation of its ideals, we are glad to admit our agreeable surprise. Twenty-one members is a small number, it seems to us, in a city of more than 200,000, but although there ought to be twenty times as many honest, capable, sober chauffeurs in that city as there are, they are passing the suggestion along.

Fifteen motorists who were arrested and fined in Maryland two Sundays ago for not having their automobile cards to show inquisitive minions of the law have found a way to save themselves similar experiences. All of them had the cards, but left them at home in their everyday clothes. Now they have tucked their cards on the seats of their cars. All they have to do now is to lift the cushions and exhibit their cards. They are passing the suggestion along.

G. A. M. writes to inquire if we would "refer-in-view of the fact that its terminal points, East and West have never known a through-trail before—to it as the Linking Highway?"

We would, if there were not so many missing links.

—MONTE W. SOHN.

## Packard Company Aids Aliens to Get Papers

The Packard Motor Car Company has announced that it will pay the fees required of any of its alien employees who may desire to take out first papers toward American citizenship.

This follows the announcement made January 31 to the effect that only American citizens or those of foreign birth who have relinquished their foreign citizenship and who have filed their applications for citizenship, will be given promotions to positions of importance, and that loyalty to the United States is a prerequisite to employment.

Practically every man of foreign birth who stands in the line of men, to be seen 'any day seeking employment at the Packard plant, has his first papers. This fact shows that even those who have not yet mastered the language, have thoroughly learned the meaning of the new Packard policy.

The company offers practical help in training foreign-born employees to become citizens. One class in English for foreigners is being conducted several nights a week at the factory, and two more classes are in preparation. Two welfare department men are studying the best methods of teaching English, so as to be able to qualify as instructors.

## A Comparison —OF— Relative Values

The Saxon In  
Every Model Offers  
Most for the Money  
See It Before Buying

Roadster Four,  
Two Passenger,  
\$395

It has lightness—gained through costly materials and abject design. So it is strong and rugged, too.

It has power—of fluid smoothness and flexibility. No car of like price can compare—we believe—in acceleration and all-around performance under all conditions. And this Saxon "Six" high-speed motor develops greater power per gallon of gasoline.

It has beauty—unrivaled yacht-line grace. Its finish is of superb and lasting luster.

It has comfort—it is a big, roomy car. All five passengers have ample space. The wheelbase is 112 inches.

It has operative economy—Saxon "Six" high-speed motor saves greatly in fuel cost.

It has a two-unit electric starting and lighting system—silent, efficient, reliable.

It has Hanoium covered, aluminum bound running boards and floor boards—and nearly a score more of further refinements. Go to your local dealer—see this new series Saxon "Six." You'll find it the top-place car of the times—at anywhere near its price.

It has Timken axles, with full Timken bearings throughout the chassis. Even costly cars have no better.

It has helical bevel driving gears—thus the noise and friction common to many cars are eliminated in Saxon "Six."

Phone Main 23 For a  
Demonstration

Record Auto  
Company

631 Mass. Ave. N.W.

Distributors For  
SAXON CARS—SMITH-PORM-A  
TRUCK—WESTINGHOUSE  
STARTERS.

Some Good Territory Still Open.

Some Good Territory Still Open.

Some Good Territory Still Open.

Some Good Territory Still Open.

Some Good Territory Still Open.

Some Good Territory Still Open.

Some Good Territory Still Open.

## Given Exclusive Property Right to Name "Ford"

The Court of Appeals of the District of Columbia, in a decision handed down November 23, 1915, sustained the objection of the Ford Motor Company to the use of the name "Ford" in any written or printed form by other manufacturers in connection with the merchandising of products of the same descriptive properties. This decision upheld the previous decision of the Patent Office in favor of the Ford Motor Company. The decision was taken against a tire

and rubber company which claimed that the Ford company was confined to the copyright script form of the word. As declared in his opinion a man's name is his own property and he has the same right to its use and enjoyment as he has to that of any other species of property. He declared further that the word "Ford" is the distinguishing word in the company's corporate title and whether it is to be written or printed in a peculiar manner makes no difference. If used by anyone else for commercial purposes the domain of the Ford company would be encroached upon.

Phone Main 6916  
Harper-Overland Company  
AUTOMOBILES  
1022 Connecticut Avenue

Sleeve-Valve Motor

# UP GOES GAS AND RUBBER

Gasoline and tires are the expensive things in automobile operation. You can't get away from their use. They belong to the car.

Gasoline is now selling for 23 cents per gallon in Washington. Tires have just advanced 10 per cent, and another increase will soon be announced.

And lubricating oils have also taken a jump upward in price. It is common knowledge how the Franklin leads where fuel efficiency is the standard.

This is due to the fact that the Franklin makes about twice as many miles on a gallon of gasoline as other cars of the same size. There is a reason for this.

And the Franklin averages from 400 to 900 miles on a gallon of lubricating oil.

Also, it is well known that the Franklin average of 9630 miles on a single set of tires is close to twice the average of that of other cars. The car that runs far on a gallon of gasoline and far on a set of tires must run easily. It must be built well; its weight and strength properly distributed. If it were not, it would not attain such results. A car that gives such efficient service is also free from road troubles, which generally are tire or engine troubles.

An engine that gets the most out of the fuel—a car that gets the most out of the tires—is always saving itself, and adding to the satisfaction from its use.

It is a real pleasure to drive a Franklin. Light weight, full elliptic springs and wood frame, make it comfortable. Gasoline, oil and tire economy remove any thought of excessive expense or annoyance.

Get the actual facts about the Franklin and do some comparing.

David S. Hendrick Co.

(INCORPORATED)  
1026 Conn. Ave. Opposite Stoneleigh Court

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